





Military veteran recruiting initiative reinforces business success

Quick facts

 **Name:** Belle Tire


 **Industry:** Automotive

 **Established:** 1922

 **Employees:** 1,001-5,000 employees

 **Locations:** 125

 **Headquarters:** Detroit, Michigan

 **Product:** ADP Recruitment Process Outsourcing

Founded in 1922, Belle Tire provides tire, wheel and automotive services in 125 locations across Michigan, Indiana and Ohio. David Nelson, director of talent acquisition for Belle Tire, discusses how ADP® Recruitment Process Outsourcing (RPO) helps Belle Tire successfully recruit, hire and retain military veterans to reinforce business success. The success includes:

Tapping into new sourcing channels

As we expand into new markets, we need to be innovative, creative and constantly evolving our recruitment strategy. We had tough-to-fill roles in a tight labor market and were expanding into new markets. We also see military veterans join our team and advance their career, so we made a conscious decision to tap further into military veterans as a source for new hires. While a formal military veteran recruitment program didn't exist, we have always recognized the unique skill sets that veterans bring to the workforce. That's why we placed an emphasis on hiring qualified veterans into our ranks.

Defining a military veteran hiring strategy

Leveraging ADP's military recruitment expertise, we designed a formal military recruiting strategy both regionally and nationally. The comprehensive strategy includes live and virtual career events, relationship building and networking within the military community, an aggressive and veteran-centric social media campaign and ongoing outreach to transitioning veterans.

Branding initiatives include flyers, posters, social media strategy, events, a branded career site and employee testimonial videos providing insight into the value proposition for veterans as well as career growth potential. The videos showcase how they have applied their skillset, integrity, discipline and passion to their role at Belle Tire. Several team members have leveraged their military educational benefits to gain additional training to advance their career.

Belle Tire has partnered with the USO Pathfinder program and are connected to 21 physical locations across the United States. More than 100 Pathfinder Scouts receive open career opportunities on a monthly basis to socialize with military veterans. We also conduct a quarterly virtual career event with the USO

Learn more about Belle Tire at
belletire.com





We strongly believe hiring military veterans makes us a better company and ADP's comprehensive military recruiting program helped us increase veteran hiring by 57% over the prior year.

David Nelson
Director of Talent Acquisition



Pathfinder program to discuss the company, culture and opportunities so they can best represent open opportunities to military veterans.

We are invited by the Hire Our Heroes Chamber of Commerce and the Institute for Veterans and Military Families "Onward to Opportunity Program" each quarter to sit on a panel of potential employers and work with veterans and military spouses to provide them with testimonials, feedback and mock interviews.

We have partnered with the Wounded Warrior Project, Michigan Veterans Affairs Agency, InvestVets of Michigan, INVETS of Indiana, American Legion, Centurion Military Alliance, Michigan Works, Hire Military, Department of Labor, University of Texas El Paso, American Military University, Marine for Life Network, Military Spouse Employment Partnership, Vets2Industry and Soldier for Life Transition Assistance Programs around the Globe.

Providing reinforcements

Partnering with ADP's military veteran recruiting team has given Belle Tire the ability to truly connect with military veterans — they talk the talk and walk the walk. ADP's military veteran recruiters drive a successful military recruitment strategy, bring widespread veteran networks and relationships, create strong brand management and invaluable sourcing techniques. Our ADP recruiters stay focused on achieving results as an essential part of our team.

Defining success

Offering military veterans a great place to work and a strong career growth trajectory has not only increased the strength and service we offer to our customers, it also delivers unexpected results to our talent acquisition initiative, including:

- Increasing the number of veteran hires over the prior year by 57 percent
- Raising the percentage of veteran hires to over 11 percent across all roles
- Improving diversity through military recruiting focus; over 80 percent self-identified as a racial minority or as having a protected veteran status
- Strengthening our workforce by bringing in talent which shared Belle Tire's values

A high level of veteran engagement and a clearly outlined career path has also improved retention measurably. Thanks to these comprehensive efforts, the company has been recognized as a military friendly employer by the state of Michigan.

We're proud to hire our heroes. For more information on Belle Tire, visit belletirecareers.com/military

For more information on ADP's recruitment process outsourcing services, visit adp.com/rpo

